Enterprise Software Initiative

Department of Defense

Vendor's Enterprise Software Initiative (ESI) Tool Kit

A Primer for Working with the DoD ESI

Version 2.0
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www.esi.mil

Fundamental Requirement

- Vendor's Tool Kit requirement:
  - This Tool Kit addresses "how to do business with ESI" as well as policies (i.e., certifications and net worthiness) appropriate to at least the larger Components.
  - The ESI will ensure the tool kit is kept at a high-level to preclude creating a document maintenance problem in terms of policy changes and other details.

Contents

- Why do business with ESI?
- Who is involved?
- What are the ESI processes?
  - Pre-award process - Getting an ESA Awarded
  - Post-award process - Roles and Responsibilities
- Doing business with major DoD Components
- ESI Tool Kit Talking Points
- Common questions for vendors
- Feedback

Why do Business with ESI?

Provide industry support in the establishment and management of enterprise Commercial Off-the-Shelf (COTS) IT agreements, assets, and policies for the purpose of lowering total cost of ownership across the DoD, Coast Guard and Intelligence communities.

Who Is Involved?

- Manufacturer/Publisher/OEM - Provides the product and services, either directly or through a Reseller.
- ESI Co-Chairs - Working Group and Team leadership and management.
- ESI Working Group - Consensus and decision-making body of ESI.
- Software Product Managers (SPMs)
  - Work with Contracting Officer to establish and manage Enterprise Software Agreements (ESAs)
  - Expert in publisher products, licensing practices, maintenance, prices

Who Is Involved? (con't)

- Contracting Officers
  - Work with SPM to negotiate and award ESI Agreements
  - Acquisition planning advice
  - Expert in the acquisition process
- ESI Team
  - ESI Co-Chairs
  - SPMs
  - Contracting Officers
  - IT Asset Management (ITAM) Program Manager
  - ESI Working Group members
  - GSA Executive Agent for SmartBUY
  - Publishers and Resellers who hold ESI Agreements
  - Other acquisition partners
- Awardee
  - Manufacturer/Publisher/OEM or Reseller who is awarded the ESI agreement

ESI Pre-Award Process – Getting an ESA Awarded

- Step 1: Vendor becomes familiar with ESI
  - Visit the ESI website, www.esi.mil and select the “Vendor Information bullet” on the ESI Web site Home page and look at the Vendor FAQs.
  - Review the ESI Vendor Tool Kit
  - If you think you have a business model that will benefit DoD, contact either one of the DoD ESI Co-Chairs or an appropriate SPM to arrange a face-to-face meeting

SELECT ESI Co CHAIR AND SPM CONTACTS SLIDE

ESI Pre-Award Process – Getting an ESA Awarded (con't)

- Step 2: Vendor meets with the ESI Co-Chairs
  - If after reviewing the ESI web site and Vendor Tool Kit, you feel you have a potential business case, arrange a meeting with the ESI Working Group Co-Chair(s) where you'll:
    - Discuss products, services, DoD Customer demand, and potential benefits (e.g., Why do business with me? Why should I negotiate an agreement with DoD or SmartBUY?)
    - Verify that products are good candidates for an ESI Agreement and decide to proceed to next step, which is to schedule briefing to ESI SPM Team

ESI Pre Award Process – Getting an ESA Awarded (con't)

- Step 3: Vendor briefs ESI Team
  - Co-Chair will coordinate to schedule date/time to brief ESI SPM Team meeting, normally held monthly
  - Vendor presents products, services, licensing models, GSA/FSS contract status, business case, and current/future demand to ESI SPM Team
  - ESI SPM Team verifies that products are a good candidate/fit for an ESI Agreement, and if so, decides to proceed to the next step where Co-Chairs brief the ESI Working Group
  - Co-Chairs will provide Vendor with feedback

ESI Pre Award Process – Getting an ESA Awarded (con't)

- Step 4: ESI Working Group assigns responsible DoD Component
  - Co-Chairs will present results of Vendor briefing at the ESI Working Group meeting, normally held every other week
  - ESI Working Group discusses and assigns a lead Component to work the ESI Agreement.
  - Responsible Component assigns SPM and Contracting Officer (SPM Team)
  - Co-Chair and/or SPM will contact and advise Vendor

ESI Pre-Award Process – Getting an ESA Awarded (con't)

- Step 5: SPM Team develops acquisition strategy
  - SPM team begins discussion on various aspects of your business, such as:
    - Products offered
    - Projected future demand
    - GSA FSS Contract status, licensing plans, and Terms& Conditions
    - Pricing models available
    - Installed base, to include installed licenses and licenses under maintenance
    - Business case for ESA including: DoD demand; benefits, including price; other advantages; and risks
    - Product "Roadmap"
  - SPM provides copy of BPA template
  - Preliminary acquisition strategy is developed

ESI Pre-Award Process – Getting an ESA Awarded (con't)

- Step 6: ESI Working Group makes "Go/No Go" decision
  - Acquisition strategy briefed to ESI Working Group by the SPM Team
  - Working Group provides feedback and approval
  - If a "Go", the acquisition strategy is finalized and approved by the ESI Working Group
- Step 7: Assigned SPM & Contracting Officer
  - Address any concerns from ESI Working Group, if applicable
- Step 8: SPM Team proceeds with procurement process
  - Contract negotiations are finalized
  - Assigned SPM and Contracting Officer proceed with appropriate internal clearances, reviews, etc.
  - Solicitation is generated and issued
  - Solicitation responses received and evaluated

ESI Pre Award Process – Getting an ESA Awarded (con't)

- Step 9: SPM Team presents final BPA, Pricing, Terms & Conditions
  - Presents business case to ESI Working Group
  - ESI Working Group approves business case for award, or requests changes
- Step 10: Contracting Officer awards ESI Agreement
  - ESI agreement is signed by Awardee(s) and appropriate Contracting Officer
  - Agreement posted on ESI, SPM and Awardee(s) web sites

ESI Post Award Process – Roles and Responsibilities

- Awardee(s) shall:
  - Work with the appropriate SPM and Contracting Officer (SPM Team) to develop and maintain ordering guide
  - Educate sales staff on selling to customers under the ESI Agreement
  - Market ESI Agreement (coordinate content with SPM Team)
    - Brochures
    - Trade Shows
    - Web Sites
    - Press Releases
  - Provide Monthly and Quarterly Report of Sales to SPM Team
  - Maintain good communications with SPM Team
  - Participate in Program Management Reviews (PMR)
  - Recommend improvements to ESA to improve efficiencies, ordering ease, technology updates, etc.
  - Keep points of contact data current and inform the SPM Team of changes
  - Refresh GSA FSS and ESA with latest technology, upgrades, and services
  - Work with SPM Team to minimize “sales leakage”

ESI Post Award – Roles and Responsibilities (con't)

- SPM Teams (SPMs and Contracting Officers) shall:
  - Educate DoD customers about buying under the ESA
  - Work with Awardee to develop and maintain ordering guide
  - Review/Approve Monthly and Quarterly Report of Sales
  - Maintain good communications throughout life of the vehicle
  - Conduct regular Program Management Reviews (PMR)
  - Recommend improvements to ESA to improve efficiencies, ordering ease, technology updates, etc.
  - Keep Points of Contact data current and inform Awardee of changes
  - Process Awardee's proposed technical refresh of ESA latest technology, upgrades, and services
  - Provide liaison between customer and Awardee when needed
  - Partner with GSA FSS Contracting Officer about Awardee changes, and explain how timely modifications support DoD business
  - Work with Awardee and Publisher to minimize "sales leakage"

ESI Post Award – Roles and Responsibilities (con't)

- ESI Working Group shall:
  - Assign ESI Agreements to participating DoD Components
  - Review/Approve Acquisition Strategies and Business Cases
  - Provide policy and/or technical direction when needed

Doing Business with Major DoD Components

- In order to do business with Major DoD Components, Vendors should be aware of/comply with:
  - Technical Certifications; e.g.:
    - IPv6 Profile Conformance
    - Product Registration
    - Product Testing
    - Architectural Compliance
    - Federal Desktop Computer Configuration (FDCC) Compliance
  - Net-Worthiness
  - Security
    - NIAP - NSTISSP No. 11
    - Component Information Assurance (IA) Requirements
  - Policy Compliance such as:
    - Ability to support DoD Data and Services Strategies
    - Component-specialized restrictions on product use/acquisition
  - Component acquisition and contracting procedures

Doing Business with Major DoD Components (con't)

- Help can be obtained by contacting the appropriate Component ESI POCs:
  - Navy - Mr. Hank Ingorvate, henry.ingorvate@navy.mil
  - Air Force - Mr. Duane Haughton, duane.haughton@gunter.af.mil
  - Army - Ms. Dee Wardle, adelia.wardle@us.army.mil
  - DLA - Ms. Susan Lizzi, susan.lizzi@dla.mil
  - DISA - Ms. Jonnice Medley, jonnice.medley@disa.mil
- Additional help can be obtained by contacting the ESI Co-Chairs:
  - Jim Clausen, james.clausen@osd.mi
  - Floyd Groce, floyd.groce@navy.mil

SELECT:
RETURN TO STEP 1:
Manufacturer/Publisher/OEM becomes familiar with ESI

ESI Toolkit Talking Points

- Vendor & ESI Government Team Talking Points
  - When meeting with ESI Government representatives you should:
    - Be familiar with the ESI Web site www.esi.mil
    - Have navigated through the ESI Web site and reviewed the documents in “About ESI” and the “Resource Library” tabs of the ESI web site home page.

ESI Toolkit Talking Points (con't)

- As a Publisher, be prepared to discuss:
  - Your current and future potential market(s) within DoD. Projected market discussions should be based on fact, with backup data and illustrate benefit to DoD.
  - The GSA SmartBuy program at www.gsa.gov/smartbuy
  - If applicable, your current GSA contract or agreement with a reseller who holds a GSA contract for your products and/or related services.
  - Any other major contracts where your products may be found (ex. SEWP, NIH, etc.).
  - How you plan to work with the ESI team to provide all DoD customers with the best priced products and related services.
  - How your proposed business case is better than the current way we do business.
  - Government's need for access to tracking and reporting data.
  - Delivery options, hard copy media, electronic distribution, etc.

ESI Toolkit Talking Points (con't)

- During discussions with ESI Team members, you may be engaged in discussions on the following technical and standards compliance subject matter as it relates to your products and services:
  - DoD Net-Centric Data Strategy, http://www.defenselink.mil/cio-nii/docs/Net-Centric-Data-Strategy-2003-05-092.pdf
  - Software as a Service (SaaS), http://www.thinkstrategies.com/images/SaaS_WP_Final_072405.pdf
  - Service Oriented Architecture (SOA), http://www.opengroup.org/projects/soa/
  - Federal Desktop Computer Configuration (FDCC), http://nvd.nist.gov/fdcc/index.cfm
  - DoD IT Standards Repository (DISR) Compliance, https://acc.dau.mil/CommunityBrowser.aspx?id=148577, Open 'DISR Summary_2_22_07.doc'
  - IPV6 Requirements, http://www.nav6tf.org/
  - 508 Compliance, http://www.section508.gov
  - GSA SmartBUY, http://www.gsa.gov/smartbuy

Common Questions for Vendors

- What is the name of your product?
- How do you categorize your product?
- Is your product related to, or can your product provide value in any of the following areas?

- IT Investment/Portfolio Management
- Web Portals
- Service Oriented Architecture (SOA)
- Knowledge Management (KM)
- DON IM/IT Workforce Management
    - -- Performance Measurement
    - -- Enterprise Architecture
- Data Management
    - -- Data Standards
- Standards
    - -- Electromagnetic Spectrum
    - -- Telecommunications
    - -- Wireless Solutions
- Information Assurance (IA)
- Information Security
    - -- Privacy
    - -- Identity Management
- Critical Infrastructure Protection

Common Questions for Vendors (con't)

- What does your product do and can you provide a brief description?
- Can you identify your DoD customer base and detail agencies, commands, user groups and number of users in each?
- Who do you consider your direct competition?
- What distinguishes your product from the competition?
- Has your product been Joint Interoperability Test Command (JITC) certified (if applicable)?

Common Questions for Vendors (con't)

- Does your product have a Defense Information Assurance Certification and Accreditation Process (DIACAP) approval status of ATO/IATO and SSAA on any DON System?
- Is your product offering new technology?
- Is your product Common Criteria certified?
- Is your product IPv6 compliant?
- If encrypting data, are you Federal Information Processing Standards (FIPS) validated?
- Are you interoperable with the Department of Defense Public Key Infrastructure (PKI), if applicable?

Common Questions for Vendors (con't)

- Product Architecture
  - Is this a propriety product?
  - Is the product built on open architecture?
  - Does this software utilize XML?
  - Is the software Web Services based?
  - Does the software support Single Sign On?
  - Is this an integrated product suite? If so, what are the modules or components available?
  - Does this product integrate with other product/suites? If so, please describe.
- Can you list any industry ratings, as applicable?
  - Gartner
  - Forrester
  - Others

Feedback: Did You Find This Helpful?

Please send feed back to:

Bruce Whiteman, DONCIO Enterprise IM/IT Planning Team support: David.Whiteman.ctr@navy.mil

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